

43rd YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



Photo-of-the-Month See Page 12

November, 1953

In This Issue:

Pre-call Planning Is A Must

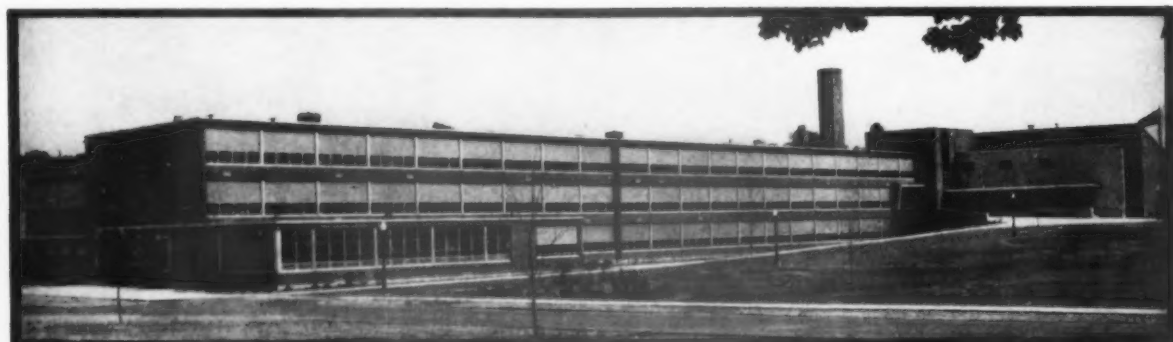
How Blisters Are Formed

Installation of Aluminum Siding



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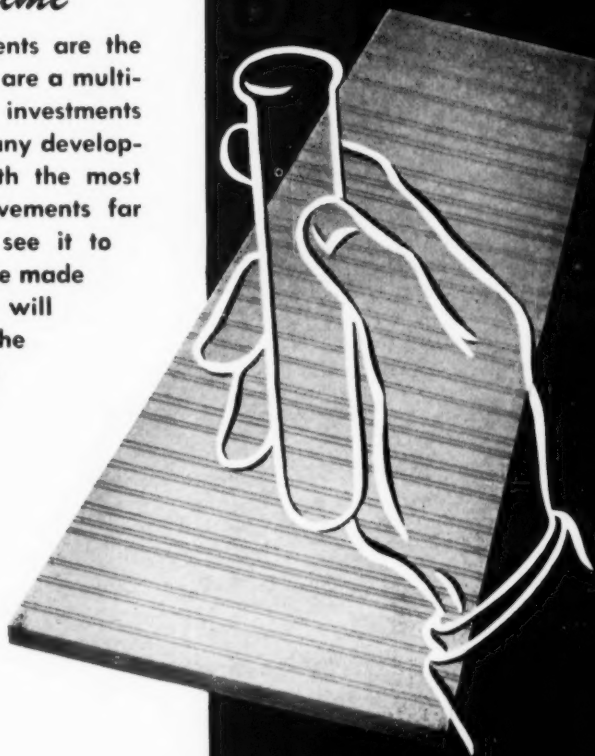
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November, 1953 _____

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Nailing It Down

SPEAKING at the recent "Flacagab" the second annual Joint Meeting of the Governing Boards of The Carolinas Roofing and Sheet Metal Contractors Association, the Roofing and Sheet Metal Contractors Association of Florida; and the Roofing and Sheet Metal Contractors Association of Georgia, Carroll Figge, the Executive Secretary of National Roofing Contractors Association expressed himself expansively in urging roofing contractors to again return to running their businesses, pointing out that a roof, after application, is not the work of a particular manufacturer, but is the culmination of the materials selected, equipment used, and coupled with the experience of the roofing contractor, he stated, "we all know we do not want to return to olden times in all things, but it would be wise for the roofers today to consider the methods of the old time roofers, who not only applied a roof, but manufactured the materials first". Mr. Figge pointed out, "that dead level roofs applied in the conventional "shingle" type application is not proving satisfactory in many instances, therefore, the roofer of today should consider the methods formerly used, that of the multi-ply application."

Mr. Figge then commented on the obligations between roofers, the owner, and the manufacturer issuing a roofing bond, he cautioned roofers that after application, and the issuance of the bond, that their relation with the owner is terminated. That the two year conventional obligation is a contractual one with the manufacturer, therefore, when a complaint is received it should be forwarded to the manufacturer and no work performed until authorized by the manufacturer.

* * *

Keen Johnson, vice-president and director of public relations, Reynolds Metals Company, recently told the National Association of Aluminum Distributors, meeting at Colorado Springs, Colorado, that "The horizon of tomorrow has an aluminum lining. The day is rapidly approaching when you can

(Continued on Page 34)

AMERICAN ROOFER and SIDING CONTRACTOR

Devoted to Roofing * Siding * Insulating * Waterproofing

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 43

NOVEMBER, 1953

No. 11

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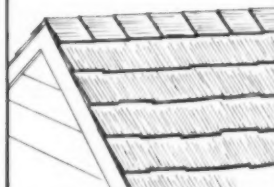
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The finished roof has the pleasing horizontal shadow lines and deep-grained texture desired by so many homeowners. Matching shingles furnished for hips and ridges

AMERICAN ROOFER & SIDING CONTRACTOR

NOVEMBER

1953

Pre-call planning is a **MUST** for modernization salesmen

By **ROYAL A. ROBERTS**
University of California

SELLING is often said to be made up of three factors—Presentation, Perspiration and Preparation. In door-to-door selling, the first two often go hand-in-hand but careful Preparation is omitted. Cold Turkey calling, necessary though it may be, is *NO* substitute for the Perspiration put into a careful Preparation. For years the life insurance companies have known that aimless and unplanned calling reduces sales and increases salesmen turnover. They point out to their men that there are many Suspects who seem like purchasers, but few are real Prospects. Selling time is frittered away by unorganized calling but bear in mind, that only a relatively few calls can be made in a given day and evening. Make each one pay!

Out of a shuffle of Suspects, by a method of elimination, one should ar-

rive at a working group of potentially profitable Prospects. The following five steps of analyzation are helpful in determining Prospects:

1. Has the family a *present need* for home improvement which is also evident to them.
2. Can you develop a *present or future need* of which the husband and wife may not be actively aware, that can enhance the value of their property, save them money eventually or add to their pride of ownership.
3. Do they have the financial means or an approved borrowing method with which to undertake modernization.
4. Are they the type of people I can sell? One should realize, frankly, that by the nature of his education, his environment and his experience, he may sell certain income, religious, national and employment groups better than others. And when he fails to sell, does he seek to learn more about these important aspects of an understanding approach to other people.

5. Will the Family react favorably to me? General education and specific trade knowledge may be assets in our selling. But do unpleasant personality factors and personal appearance, from the very start, deter our efforts to make a proper approach?

Five Tests Help

To the unimaginative salesman, these 5 tests may seem like a waste of selling time for it requires hours and patience to analyze prospects. A mere door-to-door inquiry method of selling and then trusting to a gift of gab to close the sale are not real selling methods for men who want to earn money and hold permanent positions. It takes Perspiration to cover neighborhoods carefully for it means appraisal by you of Property, of People and of Ideas. These are often the work of the evening hours in which a helpful wife can be of great assistance in observation and conveying ideas of the home as a woman sees them. From this thinking, a plan of approach is developed and with the proper strategy and tactics,

(Continued on Page 29)

Speaking at the recent Western NERSICA Exposition, Royal A. Roberts, Chairman of the Sales Clinic for that meeting, gave one of the most inspiring sales talks on home modernization which has been delivered in recent years. Through the courtesy of Mr. C. N. Nichols, and NERSICA, the text of that talk is presented exclusively in American Roofer & Siding Contractor.

Why built-up roofs fail and how blisters are formed

The majority of built-up roofs either insulated or noninsulated have given continued and satisfactory performance. Field surveys have shown that failure of roofs due to blistering is less than 5 per cent of the total number of roof installations. Although this appears to be minor in comparison with the large number of roofs giving satisfactory performance, the industry is constantly striving toward improvement in performance and the avoidance of any possible failures irrespective of their causes. Ultimate perfection is desired, but the introduction of new designs in roof construction requires the re-evaluation of the new problems as they occur.

By C. E. LUND

Professor & Ass't. Director
Engineering Experiment Station
University of Minnesota

BUILT-UP roofing has been subjected to relatively little searching study in the past, yet it is required to perform a most important function in all types of building structures.

Considerable emphasis has been placed on improvements in architectural design, wall construction, and other elements of the building field. While the resultant changes have been generally beneficial, many of these improvements, by their very nature, create problems which demand special attention. For example, it has been found that the use of wall insulation often requires that a vapor barrier be installed to prevent excessive moisture accumulations within the wall. These are but two of the many parts of the building structure which have been given special consideration. The design and construction of the built-up roof

have not benefited by the same searching analysis.

ROOF FUNCTIONS

What is the important functional use of a built-up roof or of any other type of roof? The question is one which must be answered before the significance of roof failure can be properly appreciated. Briefly, its function is to serve as a permanent protection for the structure itself while providing for the comfort of the occupants and the protection of valuable property. It must fulfill these requirements while withstanding the elements of the weather: wind, rain, hail, snow, ice, extremes in temperatures, or any combination thereof, and with a degree of permanency equivalent to that expected of the entire structure.

CAUSES OF FAILURE

Causes of roof failures can be broken down into two categories, namely, controllable and uncontrollable. Needless to say, the demarcation lines between the two classifications are not sharply drawn, and we shall see that the word "control," as applied to factors of roof construction, is at best a relative term.

Controllable Factors

In the first of these categories, the factor of traffic on the roof is important. Such traffic occurs as a result of any number of reasons: special instal-

lation of roof ventilators, special service wiring, additional outlets in the roof, or maintenance equipment which can be reached only by workmen walking on the roof, are a few of the many reasons. This traffic may cause roof failures soon after installation or it may cause a series of progressive failures resulting from a single initial failure which has not been immediately repaired.

High inside humidity is another controllable factor which is sometimes responsible for shortening the life of a roof. With modern methods of design, tightness of construction has reached a point where, especially in smaller buildings, high relative humidity may be built up due to moisture given off by the occupants.

The problem is even more serious when the structure is used for such enterprises as wood pulp manufacturing, flour milling, paper manufacturing, cotton processing, or similar industries which tend to produce excessively high indoor humidities. In larger and more costly buildings, air conditioning equipment is being installed to maintain constant temperature and humidity.

The remaining controllable factors which can influence the durability of a roof are the standards of construction practices and the quality of materials used. It is clear that these are fundamental values. If the roof is not well constructed with high quality material,

"Principles Affecting Insulated Built-Up Roofs" by C. E. Lund and R. M. Granum is the definitive study based on years of experimentation at the University of Minnesota Institute of Technology which was published and presented at this year's Built-Up Roofing Forum of NERSICA. Prof. Lund himself led this year's discussion at the Convention of the National Established Roofing, Siding and Insulating Contractors Association, Inc. The article presented here is the first of several which will be published, based on material from this highly definitive study, and the Built Up Roofing Forum. This is one of the most scientific studies of problems associated with built-up roofing ever to have been made. It should be studied with care by every contractor who has had such problems.

no amount of care or maintenance thereafter can be substituted for its original shortcomings.

Uncontrollable Factors

This brings us to a more difficult problem: that of factors which are largely uncontrollable, but which nevertheless play an important role in assuring the satisfactory performance of a roof. The roofing industry is one of the few in which technological advancement has been unable to materially assist in mechanization of construction tasks. Improvements have been introduced in certain types of equipment used, but the greater part of the work must be performed by hand labor.

Thus, the quality of the completed roof is largely dependent upon the human element, which may be extremely difficult to control. Proper heating of the bitumen, mopping of the roofing felts, and the condition of the roof deck are all elements which are subject to human error.

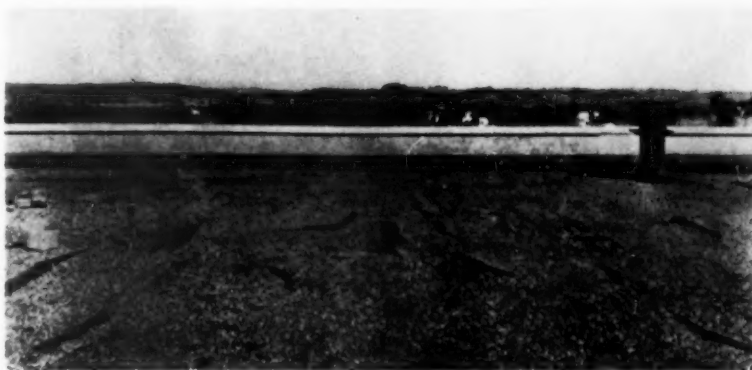
Weather is the most clearly uncontrollable factor in roof construction. To make this problem worse, the builder is seldom in a position to coordinate his work with the vagaries of nature. One of the greatest problems a roofing contractor must experience is the demand for immediate installation of the roof deck regardless of the weather or the condition of the roof deck.

From the preceding discussion, it is apparent that the construction of a quality roof which is ready to meet the many demands imposed upon it is not merely a mechanical process, but one requiring a considerable amount of thought and experience. The evaluation of all factors entering into the construction of an insulated built-up roof shows that the responsibility of obtaining a roof of quality and durability rests upon the general contractor, the roofing contractor, the engineer and the architect, as well as the manufacturers of the necessary materials.

Becoming familiar with the fundamental principles which affect the

(Continued on Page 24)

At right: structural roof blisters with water between the felts. Such blisters are caused mainly by the expansion of trapped water vapor which may be given off by the felts.



Blisters may occur between any of the layers of roofing felts, depending upon the number of plies in the roof. In many cases the roof surface is not ruptured due to the fact that insufficient pressure exists, but the stress produced by the pressure may be sufficient to cause a permanent elongation of the roofing felts. Due to the permanent stretching of the felts, "alligator ridges," as above, will be formed.



Structural roof blisters above, show the expansion of felts. Expansion may occur between the first and second plies, the second and third, and so forth, depending upon the adhesion between the different plies.





Good publicity Green River Laws

By CHARLES J. CAUDLE
Special to American Roofer
& Siding Contractor

GOOD public relations, properly conducted can successfully combat and defeat Green River laws. And more importantly—organized public relations, thoroughly executed, can prevent Green River laws from *even being contemplated!*

That sounds like a Big Claim. It is. Public relations can do that and a lot more. But public relations will only work if you—as an individual, as a company, as a trade association—want it to work.

First there must be an understanding of the term. What is public relations?

"Public relations is the continuing process by which management endeavors to obtain the goodwill and understanding of its customers, its employees, and the public at large; inwardly through self-analysis and correction, outwardly through all means of expression." (By J. C. Seidel, former Public Relations Director, Div. of Housing, State of New York)

In brief, public relations is our "*dealings with people*". It is not new. It is as old as history itself. When Cleopatra welcomed Mark Antony aboard her barge on the Nile, she was practicing public relations. When the Ford Company established the 40 hour week, they were using public relations. When big league baseball established a retirement fund for 10-

year players, that too was public relations.

Every company, regardless of size, has hundreds of "*dealings with people*" every day. These are relations with the public—public relations. For example, whenever your salesmen ring doorbells with a smile and a cheery "*hello*", that's public relations. When a consumer gets real satisfaction from using your products, and is pleased with the price, that's public relations. When your company gives a helping hand in time of local emergencies (floods, tornadoes, earthquakes, etc.), that's public relations. When you encourage employees to actively participate in civic projects and join community organizations (viz., Chamber of Commerce, Rotary, etc.), that's public relations.

The plain fact is that public relations is something you've got whether you want it or not, and whether you consciously do anything about it or not. Isn't it better to control it and direct it into desirable channels, rather than let it run willy-nilly and either serve no purpose at all or actually do you harm?

If people think well of you—that is, if you enjoy good public relations—they will regard you as a valuable friend and neighbor, an organization or business they are proud to have in the community. In times of stress for the business, they will pitch in and give assistance.

Good public relations, then, can successfully combat and defeat Green River laws if enough people in any potential Green River community think well enough of you to speak up on your behalf. Look at the way the clergy, business groups, and private citizens rallied together in Los Angeles recently to resoundingly defeat a proposed Green River ordinance (See Article #2 in this series, in the Sept. issue).

If there is a trade association serving your field get them to install a public relations program. If there is no trade association, try to form one. But above all else, establish a sound public relations program for your company. No concern is too small to have public relations—effective public relations, in the end analysis, can only be reflected in what the individual does to implement a public relations program, and small companies, like large ones, are made up of individuals.

However, it is not enough to tell you: public that you *do good* and *are good*. For a while you might be able to manipulate public opinion, if you have the savvy and the guile. But sooner or later Abe Lincoln's "*you can't fool all the people, all the time*" philosophy will catch up with you. You have to *earn a good reputation*. And once you have earned and thoroughly established a good reputation (directed by public relations planning), Green River laws will be stopped before they

can break bonds



have a chance to start. Under such a healthy atmosphere Green River legislation cannot flourish or even exist—except for the occasional and inevitable crank—because the conditions for the birth of Green River laws (ignorance and jealousy) just won't be available for breeding purposes.

How then can you achieve such an ideal status—how can you earn and establish a good reputation? By organizing, building, and maintaining good public relations that has increased prestige for the industry (and not so incidentally, increased profits) as its objective.

There are 2 basic principles involved:

- (1) Do good
- (2) Tell other people about it.

With these 2 principles in mind let us take a look at some concrete, basic steps a company, or companies acting as a trade association, in the Home Improvement Industry, can do to build good public relations . . . the kind that will result in establishing a good reputation.

Combined Efforts

It will not be easy. It will cost money. To be completely successful throughout the United States, it will require the combined efforts of all segments of the Direct Selling Industry—preferably organized into one, big, truthful, hard-hitting, intelligent, all-embracing organization or association. But since the Direct Selling Industry

is composed of literally hundreds of components, with inherent differences, jealousies, and divergent opinions, such an over-all body cannot be born over-night.

Therefore, the following plans for building good public relations are presented as recommended courses of action for the immediate future—for your trade association and for your company. They are also a blueprint for an all-embracing organization, should that happy millenium ever be reached.

- (1) Put your house in order
- (2) Establish a public relations program
- (3) Select competent public relations personnel

(1) *Put your house in order.* The primary requisites of good public relations are sound business ethics, high standards of operation, and a sincere desire to serve the public. The need for establishing these is eloquently stated by George A. Saas, former Public Relations Director of Citizens Gas & Coke, Indianapolis:

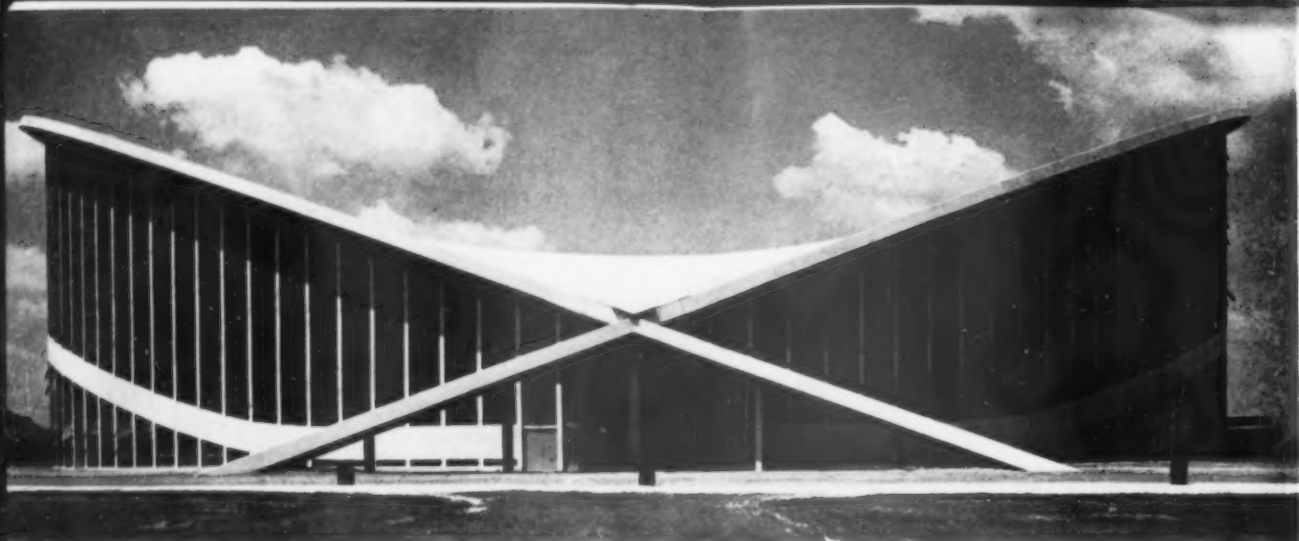
"Guys like me, public relations men, can only interpret. We can't whitewash a black sheep, and no amount of publicity will improve your public relations if deep down in your heart you're a stinker. If you're a cold-eyed, calculating, heartless, profit-grabbing type of operator—then good public relations is not for you. On the other hand, if you live a clean business

life, if you're fair and honest in the endeavor of giving your employees, customers, and the public a fair shake, good public relations becomes a distinct possibility."

One practical suggestion, here, for implementing this "putting your house in order". Until an all-embracing direct selling organization is created to speak authoritatively and honestly for the entire direct selling industry, you (as a company and as a trade association) should police your market place by issuing "Acceptable Practice" cards and plaques. These cards and plaques, issued in cooperation with Better Business Bureaus and Chambers of Commerce to associations, companies, branch offices, and individual salesmen, will bear active witness to your desire to maintain the highest standards. These cards will bring favorable attention and publicity to your organization, confidence to your salesmen, and appreciation from your customers.

(2) *Establish a public relations program.* To begin with, this will require an analysis of the current picture. It should not be difficult to analyze how the Home Improvement Industry, specifically, and the Direct Selling Industry, generally, stands with their various "publics". Most people know very little about you, the Home Improvement Industry, and the Direct Selling profession. If they did there wouldn't be the threat of restrictive legislation. As Harry A. Bullis,

(Continued on Page 32)



Saddle-shaped roof is dominant feature of new fair building

LEAVING Raleigh, N. C. heading south on Route "1", it is necessary to pass the State Fair Grounds where every year is held "The No. 1 Fair in the No. 1 State in the South". The casual visitor is likely to observe a large saddle-shaped building which seems to rise out of the ground in a series of breathtaking curves. "What is it?" every visitor asks. It is the most widely acclaimed building in modern North Carolina history. It has been described by architectural authorities in such glowing terms as, "The most significant building of late times", "A building that is making architectural history", "The most important building in America to-day".

Its official name is "The State Fair Arena" and it was dedicated as a feature of the State Fair's Centennial celebration October 20-24, 1953.

The building was designed primarily as an indoor-type stadium with every seat on the "50-yard line" having an unobstructed view of the entire floor; adequate light and ventilation, making use of modern construction materials, and architectural features. The building, itself, is 300 ft. in diameter, elliptical in shape. When the Arena floor is in full use it has a seating capacity of 5,424 and when a stage is used at

either end with seats in the Arena, it will seat approximately 9,500.

The roof is the unique feature of the building. A combination of metal-asbestos insulation-built-up construction, it is suspended on cables between
(Continued on Page 20)



—Photos & Data Courtesy Barrett Division, Allied Chemical & Dye Corporation

Above: Top, the strange but very workable saddle-shaped roof of the new Raleigh, N. C. "State Fair Arena." The small photo shows the roof actually under construction.

Photo-Of-The-Month Shows Nationally Advertised "Showhouse"

This month's Photo-Of-The-Month is a sketch of the "Showhouse of the Month" as presented in an October issue of the *Saturday Evening Post*. Barrett Roofing received the star billing on the roof of this modern home. It demonstrated the beauty of colored asphalt shingles.

This fall, a new editorialized home-planning section made its debut in *The Saturday Evening Post*. Once a month this feature, titled SHOW-HOUSE, invites the *Post*'s vast audience of ten million home-minded readers to feast their eyes on two colorful, idea-packed pages of home product information.

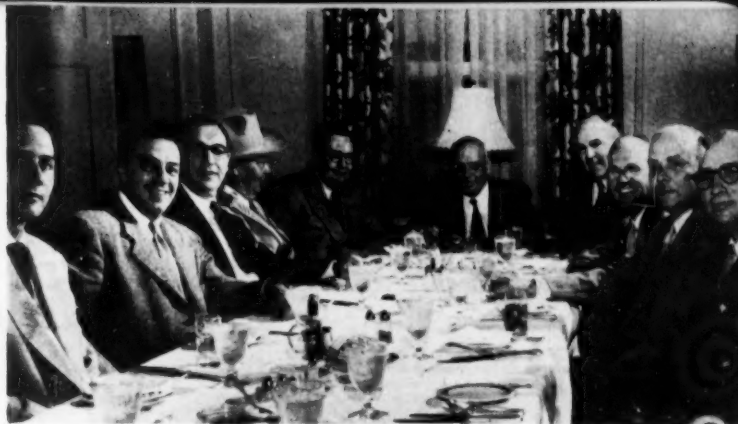
Each SHOW-HOUSE feature presents an outstanding model home that is freshly designed by a leading American architect . . . a specifications list of

the selected brand names that are recommended by the SHOW-HOUSE home-planning experts . . . beautiful, close-up interior and exterior views of the quality products (building materials, equipment, appliances, etc.) that truly make the model home a much-talked-about, much-desired SHOW-HOUSE.

Sketch Plans showing elevation views, a scaled floor plan and a list of the hand-picked products chosen exclusively for the model home are offered to home-planners, who may also use a handy coupon to request manufacturers' literature.

Barrett Roofing was specified for the SHOW-HOUSE appearing in the
(Continued on Page 33)

Seen at NERSICA's Western Exposition



Photos taken on the floor and at meetings during the recent SF convention

Seated at the speaker's table (in photo above) during NERSICA's Western Directors Meeting at the St. Francis Hotel in San Francisco, are (L. to R.): Richard H. Smith, Seattle, Wash.; Andy Furman, NERSICA; Marvin Smith, Dallas, Texas; Phil King, Tucson, Ariz.; C. N. Nicholas, NERSICA; L. A. Randall, president, Lansdowne, Pa.; John Edwards, Spokane, Wash.; King Stewart, Salt Lake City, Utah; S. G. McCune, Portland, Ore.; and Harold Smith, Seattle, Wash.



Inspecting Roliton's roll-forming machine are (L to R) Nat Hazen, president of Roliton, Roy Hoyt, Gene Huntington, and A. Hill.



Right: Jack A. Berg of Flexon exhibits his product to a visitor at the show.



Above: Ernie Renner (R) of Kirby Industries, Temple City, Calif., presents Kirby applicator won in a drawing by roofer J. E. Klein and wife.



At Bondstone booth Elliott Mesnick (L), general mgr. of Emco Cement Prod. Co., Shamokin, Pa., E. F. Smith, Jr., and M. A. Mesnick, plant manager.

"Good name, skill, are worth more than heavy promotion" says roofer



MAINTEINING a prominent roofing business without outside solicitors or lavish promotion of any kind and yet building up an established trade to the point where they will keep calling regularly for estimates, calls for a high degree of technical skill and personal integrity. A good reputation is the best kind of advertising, and personal recommendation usually carries more weight than the most expensive kind of promotion.

This briefly is the guiding principle which has motivated Acme Roofing Co., 6149 Olive Street Road, St. Louis, Mo., resulting in its position in the trade in that area. The pay-off is apparent in the heavy influx of phone calls coming in daily for job inquiries of one kind or another. Two phones are kept busy, handling an average of about 35 calls a day. They are tabulated on a daily call sheet, and answered by Leon Priwer, head of the firm, who if he cannot go out personally, delegates the location calls to his two sons, Charles and David.

"By eliminating outside canvassers, we accomplish two important objectives," points out Mr. Priwer. "First, how do we know what these fellows working only for commissions are telling our prospects? My experience has been that most of the time they make a lot of rash promises which we can't fulfill and it hurts us in the long run. Secondly, by confining our activities to our own executives we have a better internal control of our organization, besides saving a lot of payroll expense."

This strict insistence upon living up to its agreements has been the basis on which the company reputation has been founded. Acme sticks rigidly to its motto of "We Do the Right Job at the

Right Price." Evidence that it means what it says is shown by the company's experience with job guarantees.

Some years ago, Mr. Priwer explained, roofers in that area were going wild over guarantee provisions. They started off with one-year guarantees, then two years, three years, four years—and it seemed to go on without limits. Finally, he and several other

Above: Mr. Leon Priwer shows one of the shingle displays he uses to sell roofing in his office in St. Louis, Missouri.

contractors prevailed upon the National Roofing Contractors Association to curb rash promises of this kind. Ultimately it improved the standards of the entire industry.

It is this sense of responsibility to

(Continued on Page 20)

Covering The World . . .

THE EMPEROR NAPOLEON
ONCE OFFERED A TOAST TO
THE SKILLED CRAFTSMAN THAT
BUILT THE **ROOF** OF HIS
FAVORITE COUNTRY HOUSE
IN FRANCE!



By Elmo

NEWS of the Month

Nat'l Gypsum Co. Appoints Bev Brower To Ad Post

National Gypsum Company has announced the appointment of Bev Brower to the newly created position of Advertising Manager for Asbestos Products.

Prior to joining National Gypsum Company, Brower was Assistant to the Adver-



BEV BROWER

tising and Sales Promotion Manager of Toastmaster Products Division of McGraw Electric Company.

Commenting on the appointment, J. D. Elgin, National Gypsum Company Director of Advertising and Sales Promotion said, "With his sound background in advertising and sales promotion, Brower will be an excellent addition to our organization. We anticipate a series of successful advertising campaigns for Gold Bond Asbestos Products."

* * *

Record No. Of Exhibits Marks 10th Home Builders Exposition

The 10th Annual Convention and Exposition of the National Association of Home Builders will be conducted January 17-21 in Chicago. Building materials and equipment exhibits will be located at the Conrad Hilton Hotel, as in the past, and at the Sherman Hotel. There will be nearly 300 firms exhibiting, with at least 50 of them participating in the exposition for the first time. The record total of nearly 500 exhibit spaces will fill all available exhibit space at the two hotels.

Reports from the exhibitors indicate that scores of new products will be unveiled at the show as well as hundreds of new models and recent product improvements. From the standpoint of diversification of products, the forthcoming exposition will surpass anything in the 10-year history of the show, exhibition director Paul S. Van Auken said. Products to be shown will range from forms



for the foundation to the raincap on the chimney and everything in between.

* * *

Roofing Factory To Rise Shortly In South

A \$2,250,000,000 roofing and granule plant will be built at Charleston, South Carolina by Bird & Son, Inc. according to company president Axel H. Anderson. Forty-eight acres of land have been purchased at Stark Industrial Park on the Ashley River. Construction is slated to start shortly and the plant is expected to be in operation by next summer.

It will employ 150 people and will serve the Southeast, particularly the Carolinas, Virginia, Tennessee, Georgia, Florida and part of West Virginia.

A modern roofing machine will be built 500 feet long, the longest machine in the country. It will have all the latest refinements for fast and efficient production of a full line of quality asphalt shingles and roll roofing, the company stated. The plant will also produce plastic cements and roof coatings. The building to house the equipment will have a floor area of more than 100,000 square feet. It will be 900 feet long and vary in width from 60 to 160 feet. Included in the plans is a warehouse with 42,000 square feet of storage area.

Adjacent to the roofing plant, a granule plant of 6000 square feet is being built. This will crush and color the surfacing material for Bird shingles and roll roofings. A boiler plant is also being constructed. Space has been provided for future plant expansion when required.

* * *

Denver Plant Makes Roofing For Ruberoid, Old American

Full operations are underway at the new Denver plant of Lucky Star Roofing Products Corp. Lucky Star is producing a line of asphalt roofing materials for the Ruberoid Co. as well as manufacturing roll roofings and waterproofing felts for the Old American Division of Ruberoid, according to Lucky Star president, Fred J. Wolfson.

The Lucky Star plant will also provide warehousing facilities for the handling and shipment of asbestos-cement siding, shingles and board, supplying dealers in that area. Previously, dealers and distributors of that territory were supplied from the Joliet and Kansas City plants of Ruberoid.

* * *

Irving Sheps, General Sales Manager Of Brixite Co.

Irving Sheps, general sales manager for Brixite Manufacturing Co., insulated siding manufacturers of South Kearny, N. J., died suddenly from a heart attack in Boston,



IRVING SHEPS

Monday evening, October 5, 1953. He was 47 years old.

Mr. Sheps, in Boston on a business trip, was addressing a sales meeting at the time. Well known and well-liked in the trade, his early death came as a shock to everyone.

Mr. Sheps had been a resident of Hackensack, New Jersey for 25 years, and before moving there had lived in Paterson, New Jersey since childhood. He was a member of Humboldt Lodge, F. & A. M. of Paterson.

Mr. Sheps started with the Brixite Company as a salesman in 1936, and during the next seventeen years advanced to the position of general sales manager.

* * *

Jos. E. Somerset Forms Two New Corporations

Having severed connections with the siding and roofing concern he operated for many years, Joseph E. Somerset recently resumed active operation with the formation of two new companies. The Jos. E. Somerset Corporation is engaged in the general line of roofing, siding and home improvements. The second company, the Ace Engineering Corporation, is manufacturing and distributing a line of combination aluminum storm windows and doors. Both companies are based in Boston.

Mr. Somerset has been connected with the

(Continued on Page 34)

Experience isn't needed to install aluminum siding

ONE of the reasons why aluminum siding is sweeping the country is the excellent job it makes possible for any applicator to do regardless of previous experience. Even an inexperienced crew can do a professional looking job in short time, while an experienced crew develops close to production line efficiency.

For example, on a re-siding job an experienced team can install aluminum siding at the rate of three squares per day per man. On new construction, this rate goes up to five squares per man per day and more.

Actually, applying aluminum siding is a simple assembly and nailing job, the kind and amount of cutting and fitting being extremely simple and easily handled by anyone with average mechanical ability. Every piece required for the entire job is preformed at the factory to standard dimensions. Furthermore, the interlocking system employed, and the manner in which door and window trim have been engineered, assure that with reasonable care a thoroughly tight job will be done, with no time whatever wasted in caulking—which is so often needed as a result of poorly-fitted parts.

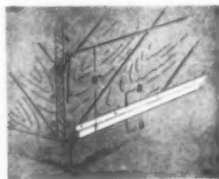
No special equipment is required for applying aluminum siding. Cutting can be done with tin snips, hack saw, carpenter's nail saw or power saws. Power cutting is of course recommended, since a neater, more accurate and more economical installation can be made by this method. Instructions for making an easily constructed wood table with saw guide are provided in the manufacturer's specification manual. Any type of hand power saw can be used. It must be equipped with an Aluminum Cutting Blade.

By following the steps outlined be-

By C. H. SARBAUGH
Field Engineer
Lifetime Industries, Inc.

low, a job comparable in every respect with those illustrated above can be done in short time at low applied cost. These steps, briefly, are as follows:

Starter
Strip
(Section A)



A. Starter Strip

a. Stretch a snap line around the entire structure, measuring up 9" from the building base to place the first nail for the snap line. Check the line with a spirit level to determine the low corner and provide nailing base for Starter Strip at the high points.

b. Install the Starter Strip by nailing on 8" centers through the nailing flange "A" with the base of the Starter Strip "B" exactly 9" below the snap line.

c. *Note—always use line "B" to determine level of Starter Strip.*

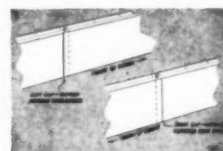
B. Siding Panels

a. Apply the first siding panel by inserting the lower inside lip up and into the Starter Strip groove "C" (sketch 108) seating the edge firmly into the receiving groove.

b. Fasten the nailing flange of the siding panel by nailing with an Aluminum Nail on 16" centers or at each

furring strip. Continuing courses of siding panels are similarly installed by

Siding
Panels
(Section B)

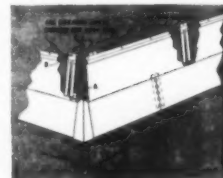


inserting the lower lip of each panel into the matching groove of the panel directly below.

c. Join the panels horizontally to the limit of the factory cut-out at the bottom of the panel. Lap over and away from the point of greatest traffic, i.e. sides; front panels over rear panels, back; from driveway to opposite corner, front; entrance to corners. Whenever possible, always have the factory finish edge exposed.

d. Always stagger end laps in such a manner that they do not occur one directly above the other unless separated by three courses.

Back-up
Strips
(Section C)



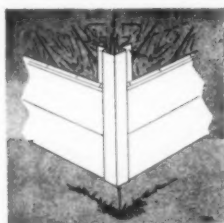
C. Back-up Strips

a. Use Back-up Strips on 32" centers, at all end laps, and under ends of panels adjacent to wall opening.

b. Position back-up strip with the thick end abutting the top edge of the top locking flange on the lower panel at "A." Install with 1/4" extruded section against the sheathing or old siding and

the broad side against the inside of the siding panel, nailing in place at "B."

**Outside
Corner
Post
(Section D)**

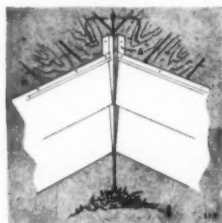


D. Outside Corner Post

a. Nail the Post in place plumb and square with the building by nailing on 12" centers through the flashing detail at "A." The base of the post "B" must be level with the outside surface of the old siding or furring strips so that the siding will fit into the wells "C" of the post without bending the panels.

b. Allow the post to extend approximately $\frac{1}{2}$ " below the bottom level of the first course of siding.

**Inside Corner
Post
(Section E)**



c. Trim off the factory formed lap on the right end of the siding panel



(Illustrations courtesy Lifetime Industries, Inc.)

The photo above shows the house before modernization techniques were used on it. For the startling results, see photo below.

prior to insertion into well "C" of the corner post.

E. Inside Corner Post

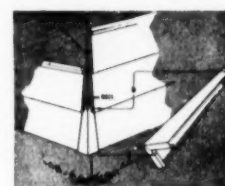
a. Installation is effected by nailing plumb and square with the building through the flashing detail at "A" on 12" centers. The base of the post "B" should be level with the outside surface of the old siding or furring strips.

F. Individual Building Corner

a. When Individual Building Corners are employed, it is best to use the

upper right or left hand corner of the siding panel as a guide. The panel is installed with this corner $\frac{5}{8}$ " from the corner of the building. Installation of

**Individual
Building
Corner
(Section F)**



the corners can be effected at any time that two panels meet at a corner.

b. The bottom lock "A" is pressed into the receiving groove with the bottom lock of the siding panels and then the corner is nailed in place at "B."

c. It is essential that adjoining panels be on exactly the same plane as otherwise one side of the individual building corner will not go completely into the siding panel lock.

G. Window and Door Trim

a. When this trim is used, it is necessary that the outside surface of

(Continued on Page 22)



Photo at left shows house after application of aluminum siding. Remarkable transformation was accomplished without special tools and even an inexperienced crew can do a professional job.

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Mortar Line Siding

As the result of a new manufacturing process developed by Globe, this company has announced the marketing of Thermo-Kolorgran, an overlap insulating siding with colored mortar lines.

Formerly, shake sidings were limited to one color or one color blend, and black mortar lines. Globe, entirely eliminates the black mortar line in Thermo-Kolorgran. This is done by introducing a second color into what was originally bare black asphalt lines. This second color is styled to harmonize with the panel's over all color blending.

The two toned color treatment, referred to by Globe, as their color-contrast mortar lines, not only enhances the beauty of the panel, but also gives the siding a three dimensional appearance.

Thermo-Kolorgran is a departure from conventional insulating sidings. The primary aim of insulating sidings in the past was to imitate as closely as possible such side wall products as brick, stone and clapboard.

Thermo-Kolorgran is available in Antique White, Mist Green, Sky Blue and Old Ivory. It is a 10" exposure panel with reversible shiplaps designed to minimize waste.

Roofer's Utility Truck

Lexusco Incorporated has announced national availability of their new Roofer's Utility Truck for safe "top-side" materials handling on every roofing job.

This roofer's truck provides mobile transport handling of felts, "hot stuff", roofing insulation, steel decking, sheet metal vents, hoods and similar items. The utility truck—



with its ball bearing wheels and rubber tires—rolls and guides with ease and has a 1000 pounds capacity. The truck's all-welded construction can take rough, tough use.

Wheels and brakes are fully protected with splash guards to eliminate clogging by roofing compounds. A lifting lug facilitates hoisting.

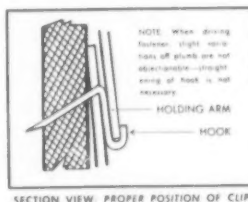
Notable features for "on the job" safety

are: (1) a positive locking rear wheel to eliminate accidental rolling, (2) a front rail to prevent load shifts, (3) a back shield to protect operator from bruises and "hot stuff" splash burns and (4) a slotted bed to permit easy and safe removal of slings.

Specifications of interest: Over-all length—56"; over-all width—34"; over-all height—42"; size of bed—26" x 40"; capacity—1000 lbs.; front wheels—ball bearing hub (2) 12" x 3" zero pressure (semi-pneumatic) rubber tired disc; rear wheel—ball bearing, swivel caster (1) 8" x 2" rubber tired disc.

Sheathing-Siding Fastener

Increase in the use of insulating sheathing in new construction has emphasized the need for a satisfactory method of applying modern siding materials such as asbestos-cement siding. Insulating sheathing is an excellent material both for structural strength and insulating qualities but does



not have as good nail holding power as solid wood sheathing.

While several methods of applying asbestos-cement siding shingles over insulating sheathing have been used the last few years, none of them has seemed to be adequate to the research department of The Flintkote Company.

After years of development, a fastener has been perfected by Flintkote which is simple yet effective in applying asbestos siding over insulating sheathing. In testing the holding strength of the fastener, the asbestos shingles actually have to be broken before the Hook-Nail can be pulled out.

The effect of the conventional face nailing and head nailing is accomplished in one operation from the outside of the wall. The secret of the Hook-Nail is the simple engineering principle of the lever. By using

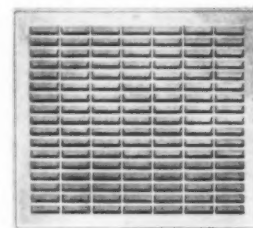
If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

the four head nail holes, accurate alignment of each course of shingles is assured. The nail is being produced by Independent Nail & Packing Co.

Return Air Grille

A low-cost return-air grille that is good-looking and rugged, that's Air Control's new No. 333 Series.

The perfect answer to the problem of centralized returns, No. 333 Return Air Grilles



can be installed in ceilings, walls, or doors. A wide range of sizes offers a grille with capacity enough for any given system. Full-depth fretwork is set at a 22-degree angle, concealing openings, retaining the strength of the piece, yet providing generous free area.

Built with an eye to beauty, ruggedness and dependability, the No. 333 is made from heavy-gauge steel with an angle frame spot-welded on to provide the added strength and stiffness needed to keep the unit square and rigid indefinitely. Available in Beige Prime Coat or Metalescent finish.

Plastic Sealing Compound

A general purpose sealing compound is now being marketed by the Dennis Chemical Co., for use on prefabricated buildings. The glazing, caulking and waterproofing compound may be used wherever a non-drying, non-hardening, non-staining material is required, says the company.

Composed of saturated hydrocarbon polymer, asbestos, inert fillers and pigments, the compound is available in two different colors. It has a non-contaminating odor, weighs 13 lbs. per gallon and has no shrinkage. It is maintained that the compound is resistant to water and moisture vapor and is soluble in hydrocarbon solvents.

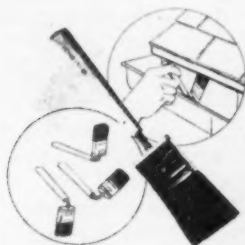
The compound will not flow below 350 degrees F. and will not become brittle at —30 degrees F. It is non-poisonous and non-irritating, the manufacturer claims. It is said to have no effect on paint, rubber or plastic,

and to have good adhesion to commercially clean surfaces.

It is applied by hand and comes packaged in cartons as extruded slugs or beads.

Flexible-Handle Paint Brush

A revolutionary new painting aid, UTIL-A-BRUSH, is said to be meeting with enthusiastic acceptance by both public and commercial users. UTIL-A-BRUSH incor-



porates a long-needed feature that permits the handle to be bent at any angle for painting hard-to-reach places.

UTIL-A-BRUSH employs a strong, flexible cable which joins the clear lacquered handle to the brush-ferrule and permits easy bending at any desired angle. It virtually paints around corners, and is particularly helpful for roof gutters.

Plastic Coating Booklet

A new, 4-page booklet detailing information about Cocoon, its sprayable, liquid plastic coating, is now being distributed by Protective Coatings, Inc. The booklet reveals characteristics, uses and other information pertaining to the product.

Utility Compartments

A simple and inexpensive means of converting an ordinary pickup truck into a handy mobile shop is provided for roofers in the form of standardized metal compartments offered by the J. H. Holan Corporation.

Tools, parts, and small equipment can be stored conveniently, with a place for everything, easy to reach yet safe from weather, dust or misplacement. They can be safe from theft too, as means can be provided for locking the compartment. Removable trays with adjustable partitions provide separated storage spaces for small parts. The trays slide forward for easy accessibility.

Formed of high tensile steel for added strength and reduced weight, the compartments expand trucks carrying capacity and improve appearance. Three sizes are available—72", 84", and 105". All measure 12" wide by 14" high. The smallest has a single door; the two larger sizes have double doors.

The water-tight doors are formed of two layers of steel, and will not sag or bend out of shape. For security and safety, door handles are flush-type which will not snag or jam. Rub-rail moulding at the top of the compartments shields doors from outside obstructions. Three compartments can be mounted flush to the truck body, which keeps the entire body width free for carrying bulky equipment, motors, appliances and the like.

They are designed for easy attachment.

(Continued on Page 31)

THE Amazing NATURAL BRICK VENEER

Quikbrik

IS GENUINE BRICK IN A BETTER FORM

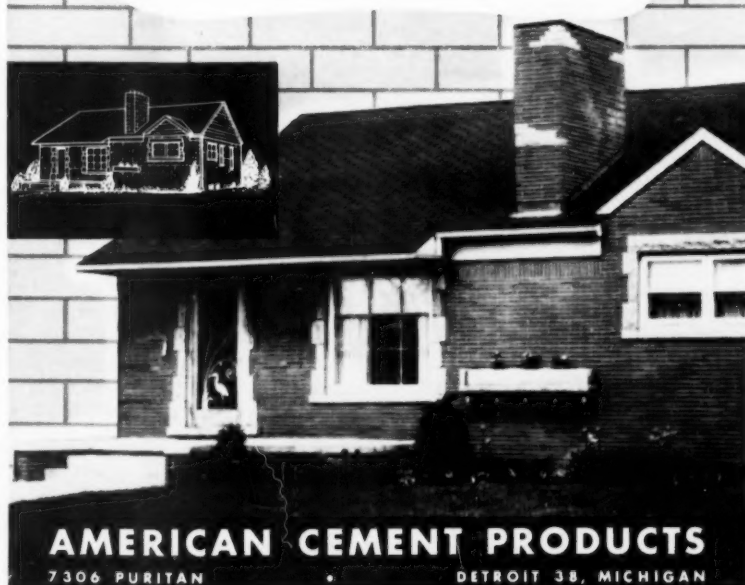
EASIER SALES AT GREATER PROFITS

Quikbrik can be applied to any type of construction in less than half the time of common brick veneering at a fraction of its cost. Profit wise, Quikbrik is by far your best deal and it's easier to sell . . . Nationally, dealers have proven Quikbrik makes more profit with less sales effort, for every home owner is a potential Quikbrik customer.

NO "CUT THROAT" COMPETITION . . . Quikbrik is a prestige product and will lift your organization from the field of stiff competitive bidding . . . If you have never handled a non-competitive product, you'll be amazed at the Quikbrik Profit Potential.

STAFF OF TRAINING EXPERTS to help you establish a profitable, going Quikbrik business . . . We maintain a large crew of men. They know Quikbrik from the wall out and are available to train your workmen to do an efficient job.

The Quikbrik dealership in your Territory may still be available . . . Write direct for information.





Books

Building Insulation, by Paul D. Cloes, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Work, by William Nuebecker. 360 Pages, 430 illustrations, \$3.25. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, copper-smith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

Asphalt and Allied Substances, by Herbert Abraham, 1,515 Pages, \$25.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables, by H. Collier Smith. 134 Pages, \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades, by Townsend Dalzell McKinney, \$5.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT

AMERICAN ROOFER

425 Fourth Ave., New York 16, N. Y.

Good Name, Skill vs. Outside Promotion

(Continued from Page 14)

customers which has influenced him since he started his firm 40 years ago. In those early days, when the roofing business as it exists now was practically unknown, he had to start from scratch. The best source of business being property owners, Mr. Priwer obtained their names from city hall records, circularized them, offering surveys and inspections at no cost or obligation, and soon built up a core of steady accounts which has since expanded considerably.

The firm is engaged purely in the roofing business, offering new roof composition, and roof repairs, with a special department for slate and tile roofing. The sales market is a mixture of both industrial and residential customers.

Usual practice is to rely primarily upon incoming phone calls for leads. At that time the prospect is questioned as to what he has in mind. This helps guide the estimator when he makes the call.

To keep in the good graces of various contractors served, and to remind them of its services, the company indulges freely in the practice of distributing give-away novelties. These take the form of letter openers and three-foot rulers with the company imprint, calendars or Christmas cards.

A quarter-page ad is inserted in the yellow section of the telephone directory, which has proven helpful. For direct mailing, the Priwers get out a personal letter now and then to property owners in the area, as well as for distances of about 300 miles. The letter approach has been useful in getting business by mail; in fact it resulted in a job in Arkansas and other distant points.

Acme has a crew of 24 applicators, some of whom have been with the organization for many years. This reflects the personal interest taken in the workers by the heads of the firm, with many "little things" responsible for building up morale. For example, there is an annual Christmas party, distribution of turkeys around Thanksgiving time, and aid with personal problems or domestic difficulties. Assurance of enough work to keep them busy all year has also been a big factor in retaining applicators.

The men work with six trucks and

operate out of a large warehouse and office building which for size and extent of inventory can be comparable to that of a roofing wholesaler. The property covers an area of 38,000 square feet with the one-story building taking up 4,800 sq. ft. There are two more sidings adjacent to the Wabash Railroad.

Extent of the company's operations is indicated by the large amount of stock kept on the premises. There are about 100 tons of pitch at a time on the lot, with 4500 rolls of felt and ready roofing, 250 square shingles of various colors, and one to three carloads of slate.

The slate is yarded along the siding and racked on the ground by colors and sizes.

Acme makes a specialty of slate jobs, but the high price of this material has prevented expansion of this department. Most of the calls that come in for slate are from restricted neighborhoods of high-income homes or palatial estates which go in heavily for ornamental jobs.

Among some of the outstanding industrial installations of Acme are the plant of General Cable Co. in St. Louis which required reroofing; and a bonded roof for the new building of the Artophone Building in St. Louis at a cost of about \$30,000.

Saddle-Shaped

(Continued from Page 12)

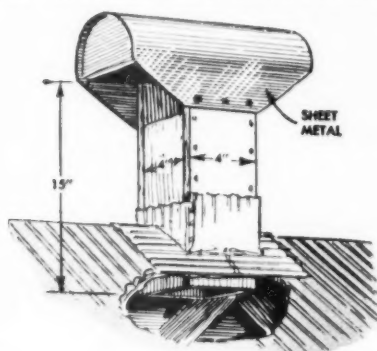
90 foot parabolic arches. It is possibly the first time a roof has ever been completely suspended on cables over such a large area. The resultant saddle-shaped roof eliminates obstructions to the view and is approximately equidistant above the topmost and lowest seats.

Naturally, the architect, Mr. William Henley Deitrick of Raleigh, wanted a unique and dependable roofing. His selection was "Snow White" roofing carrying a guaranty bond. This gives not only a striking appearance but reflects the sun's rays in the summer, helping to keep the building cool. The roofing contractor was King Roofing and Manufacturing Co. of Sanford, N. C.

Kinks and Short Cuts

Ventilator Provides Circulation for Low-Roofed Cattle Shed

This improvised ventilator is one farmer's answer to the problem of providing adequate ventilation in a low-roofed stock shed. The vent is an open-ended box made of 1 x 12 lumber, two sides being 3 in. longer than the others.

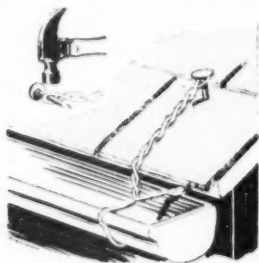


The top end of the box is covered with sheet metal. The ends are reinforced with rounded pieces of 1 x 4 lumber. To install, a hole is cut in the roof next to a rafter to which the ventilator is nailed. It is cross braced on the opposite side and flashing is then nailed around the base of the ventilator.

(Popular Mechanics)

Eaves-Trough Hanger Eye Crushed to Hold Nail

By crushing the eyes of eaves-trough hangers over nails, a metalworker found that he could simplify the job of hanging eaves-trough sections. The



crushed eye holds the nail so that it may be driven with one hand while the other hand holds the trough in the proper position. Thus one man can hang an eaves trough with a minimum of juggling.

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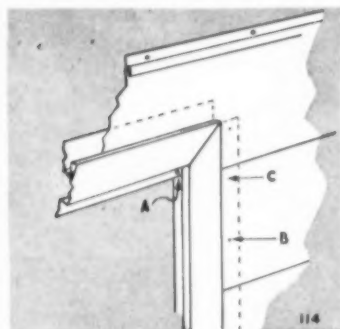
CITY ZONE STATE

Other items I'd like to know about

Aluminum Siding

(Continued from Page 18)

the old siding or furring strips be flush with the casings of doors and windows.



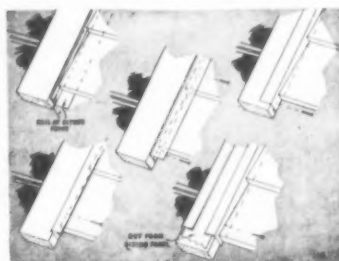
b. When outside corner posts and this trim are used and the distance between them is insufficient to bow the siding panels for insertion into the wells, it will be found necessary to install the trim after the siding is in place by sliding the flashing detail under the siding panels and face nail at "A" top, center, and bottom. Otherwise the trim is installed first and nailed at "B."

c. Trim off the factory formed lap on the right hand end of the siding panel prior to insertion into the well of the Jamb sections of the window trim.

H. Window and Door Moulding

a. Installation of this trim can be effected in quite a number of ways and the above sketches will illustrate a few.

b. It will be found that this versatile accessory can be used in many instances to eliminate the need for caulking

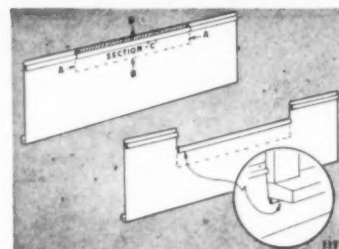


ing and also can be used for flashing.

I. Panel Cut-out for Window Sill

a. *Residing* — make cut-out to fit under sill in usual manner using a hack saw or tin snips to cut along lines "A",

score with a knife along line "B" and



break out section "C."

Remove section "C" score line "D" with a knife and remove the nailing flange (shaded area in sketch).

Install section "C" in back of cut-out with the lock overlapping the exposed face of the siding.

After installation of panel under the sill, use a block of wood and hammer the lock down on the siding panel.

b. *New Construction*—make cut-out to fit up and into the sill cut-out as illustrated in sketch No. 18.

J. Replacement of Damaged Panels and Posts

117

a. Cut along entire length of new replacement panel at "A."

26 colors



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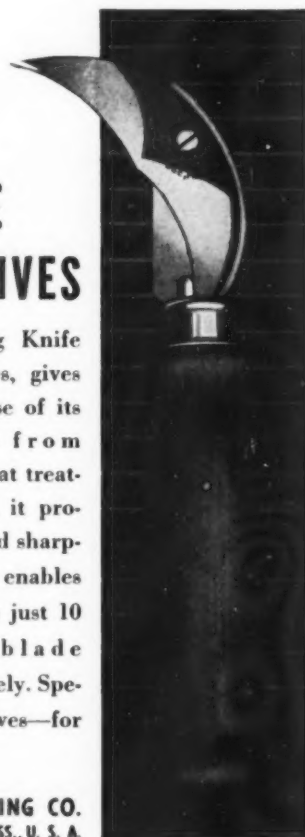
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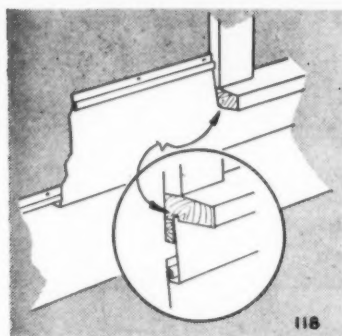


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b. Install replacement panel over damaged panel inserting top of piece into receiving groove of panel above.

c. Install sheet metal screws in bottom of panel at "B" to hold in place.

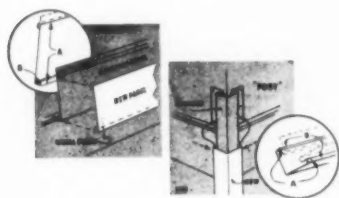
Posts:

a. Cut new replacement post to length of post to be repaired.

b. Cut along entire length of new post at "A" both sides. Remove these sections.

c. Bend new post in, to form 30° angle.

d. Snap piece on to old damaged post.



e. Install sheet metal screws at top and bottom of post on surfaces "B."

f. Where rafters are exposed at the overhang, it is generally best to box in rather than try to fit the siding to each rafter. The siding is then installed to the box and finished as in "a" above.

g. If rafters are exposed and boxing is not feasible, finish at junction of siding and rafters with quarter-round moulding.

h. If the top panels have to be cut off to less than 5" wide, a furring strip should be installed horizontally so that the proper angle is maintained to conform with the other panels.

K. Eaves

a. It is generally necessary on the last course of siding exposed at the eaves that the top interlocking portion of the panel be cut off. After installation of this panel, finish at the junction of

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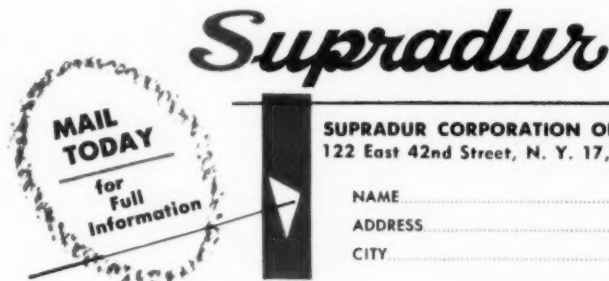
Asbestos shingles, for the most part, are alike. True, some bloom — ours won't. Some warp — ours won't. Some shrink — ours won't. But, by and large, they all are wood-grained or striated.

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This brand new shingle is the first one that dares to run its color bands *horizontally*, rather than vertically. This makes any home look bigger than it actually is! It also makes for easier selling.

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Here's the best news of all; even though the Rambler is way ahead of competition, it sells for no more than ordinary "look-alike" shingles! Recommend it on your next job; both you and your customer will be glad you did!

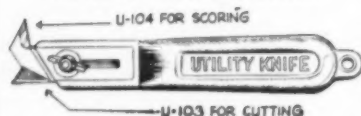


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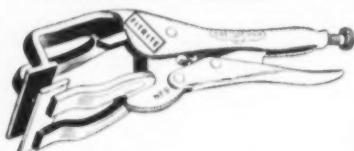
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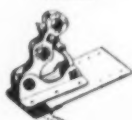
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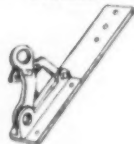
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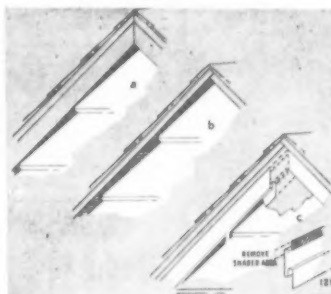
siding and eaves overhang with a



quarter-round, crown mould, or fascia board.

L. Gables

a. Finish gables in the same manner as the eaves. If existing fascia trim is to be retained and is of sufficient thickness cut the siding panels at the same angle as the slope of the roof and



butt against the trim as in sketch above, flash with Lifetime Window and Door Moulding (Sketch No. 107).

b. If the existing fascia board is too thin install the siding over the board and butt against the roof deck as in sketch above, flash as in (a) above. If cuts are accurate and neat no other finish is required, otherwise a new fascia board is installed over the siding.

Station, University of Minnesota, in cooperation with the Insulation Board Institute, Chicago, Illinois.

VARIABLES AFFECTING ROOF CONSTRUCTION

Many roofing contractors are able to look back on their own experiences and recall roofing jobs where "the best made plans" were upset because the weather suddenly turned bad, or new workmen were unfamiliar with their job, or some other equally unforeseeable event interfered with construction. Obviously, there is no formula for dealing with these events. They can occur at any moment in dozens of combinations.

The best protection against such occurrences is familiarity with them. Since it is clearly impossible to list and classify all the possible variables with which the roofing contractors may meet, the following discussion is limited to a review of variables as caused by weather, workmanship, and materials.

Weather

The weather factor makes the task of the roofer one of the most difficult in the building industry. The roofing contractor is not in a position to wait until weather conditions are favorable, since the building shell, once erected, must be protected from the weather. Also, the actual application of the roofing is often hurried to provide protection for the crews of interior workmen. The roofing contractor must, in the face of these conditions, strive to make the roof application as successful as possible, since imperfections in the roofing application are not only readily recognizable, but worse, they may result in serious damage to the building and its contents. Laxity in roof construction cannot escape notice over a long period of time.

Workmanship

During the last quarter of a century, the general building industry has initiated revolutionary changes in design and methods of construction. However, it has been impossible to mechanize the building field on a production line basis. Consequently, this industry is mainly dependent upon the ability and experience of skilled and semi-skilled laborers who spend their lives at this type of work. Many building contractors are now striving to introduce new methods of construction and

Built-up Roofs

(Continued from Page 9)

performance of built-up roofs is a prime prerequisite in obtaining a roof which will give satisfactory performance and long life at a minimum of maintenance expense. In order to understand these fundamentals, a detailed analysis of each of the factors will be given. These analyses are based upon the results of five years of research and are supplemented with field investigations carried on at the Engineering Experiment

techniques in order to reduce their dependence upon the unpredictable human element. Inevitably, a certain amount of variation will persist; however, with continuing improvements in methods and equipment, this variation can at least be confined within reasonable limits.

Materials

The quality of building materials constitute a factor which profoundly affects the performance of a structure. Since these materials are, in most instances, produced under favorable conditions of quality control, the contractor's responsibility lies in assuring proper handling and storage of the materials after they have been received from the manufacturer or the dealer. However, there are cases where the quality of the building material is governed by the availability of the required raw materials, demand, and the economic value. In such cases, it becomes the contractor's responsibility to be aware of changes in the quality of materials and to take counteractive measures wherever necessary or possible.

In review, three factors, *workmanship*, *weather*, and *materials*, are considered to be of primary importance in governing the performance of building construction. The degree to which these factors may be controlled is a determining influence on the life of a building or roof.

TYPES OF ROOF FAILURES

THE performance of a roof or roof structure is dependent upon a number of factors, some of which are interrelated and others which have an individual effect. This discussion is not confined solely to the combination of roofing plies but also considers the type of deck or insulation incorporated into its design.

Mechanical Failures

The most common types of failures which occur are those caused by fractures or punctures resulting in holes in the plies of the felt. The roofing industry is well aware of the causes of these failures and the means of overcoming them. Fracture of the roofing may be caused by traffic, mechanical equipment, expansion and contraction of flashing applied to parapet walls, ventilators and other similar projections in the roof. These failures may be classified as mechanical failures



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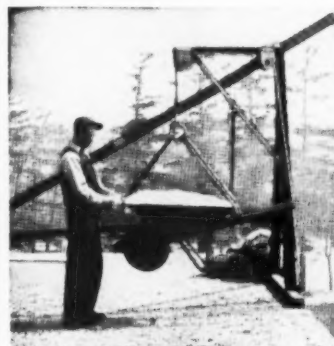
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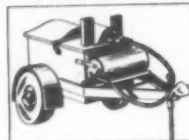


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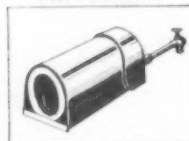
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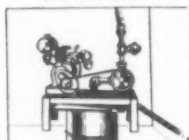
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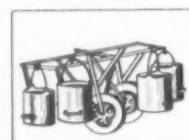
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and are readily recognized by the experienced roofer. Repairing these fractures is not difficult and is usually considered a part of the roof maintenance.

Construction Failures

Other failures are those resulting from improper roof construction or inferior materials. These may appear within a very short time following the completion of construction and may require a reapplication of the entire roof. They may be the result of poor quality workmanship, lack of field control, improper equipment, lack of experience, inferior materials, or the conservation of bitumen which results in inadequate mopping of the felts. Improper roof design may also be a contributory cause.

Water Leaks

The foregoing types of failures result in the entrance of free water into the roof structure through the top surface with the result that water leaks or drips into the interior of the building. Such leaks occur during periods of rain, or following the thawing of ice or snow which has accumulated on the roof. The latter occurrence should not be confused with interior condensation which also may simulate a leaky roof during certain periods of the year following an interval of cold weather. Further discussion on this subject will be presented later.

Roof Blisters

The most difficult failures to understand are those caused by roof blisters. The term "roof blistering" is commonly used in the roofing industry to describe certain types of roof failures. It has been applied to many types of deformations in the roof surfaces where the failure of roofs has occurred. The causes of roof blistering are least understood and the most difficult to evaluate because of the many intangible factors involved. Yet, it is with this subject that we are primarily concerned and about which little or no information has previously been made available.

Before we are able to analyze the causes of "roof blistering" and its effect upon the failure of roofs, it is necessary to differentiate between the types of blisters which occur. Certain types of blisters are harmless and others may cause a considerable amount of damage. For the purpose of clarity,

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blisters will be classified as *weather blisters* and *structural blisters*.

Weather Blisters

Weather blisters occur on the surface of the bitumen which forms the final coating or final mopping of the roof and the blisters are generally identified by the roofing industry as "blue-berries." These are usually small surface blisters which are confined to the roof surface. They are small in area and can be seen in large numbers over the entire area of the roof. These blisters are the result of the natural weathering of the roof surface and are more predominant during warm weather or where roofs are exposed directly to the rays of the sun. Temperatures of 170° F. to 180° F. are not uncommon on roof surfaces where a combination of high air temperature and maximum sun exposure occurs.

Heat Expansion

This heat causes an expansion of the bitumen surface and also the generation of some of the volatiles of the bitumen into gases which cannot escape. The formation of these gases in turn causes small blisters to appear whenever the strength of the film surface of the bitumen is greater than the pressure created to cause the blisters.

Likewise, minute quantities of air may be temporarily trapped in the film surface which will also expand and cause the same condition. Thus, these small blisters are more apparent during warm, sunny periods and less apparent during cool, cloudy periods. As stated before, this type of blistering is expected as the result of natural weathering or wear and usually does not cause any failures during the normal life of the roof. When failures do occur, it is then necessary to resurface the roof.

Structural Blisters

These are the types which result in roof failures and are most difficult to evaluate as to their causes. They are different from "weather blisters" in that they are found within the roofing plies and do not occur only at the surface or in any particular confined area. Weather blisters are confined to the exposed surface of the roofing consisting of the final coating of the bitumen only. Structural blisters occur in many forms of deformation of the built-up roofing plies and are caused mainly by

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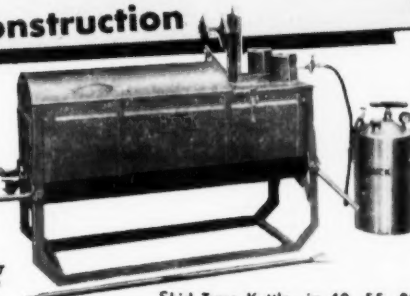
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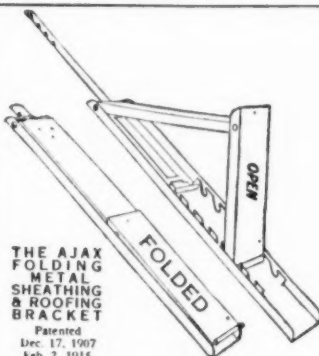
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the expansion of trapped air and water vapor or moisture or other gases which may be given off by the felts.

Air trapped within the built-up roofing during construction tends to expand during a rise in air temperature or from the heat of the sun. As the roofing is a sealed unit, this expansion causes the plies of the roofing to separate and to bulge the roof surface in a balloon effect. Similarly, moisture or water occurring within the felts or between the felts will evaporate and form vapor which creates a pressure rise with an accompanying increase in volume to form these balloon effects. Structural blisters are usually spongy and are considerably larger than weather blisters.

The area involved may be small or large and the blistering or ballooning of the felts is usually greater during the periods of warm weather and further exaggerated when the roof is exposed to the sun's rays. The blisters subside or decrease during a decline in temperature. Whenever these blisters are punctured during periods of maximum inflation, the gas will escape and the roofing plies will return to their original position, providing they have not already been permanently deformed by the pressure. There is a noticeable sound of gas or air escaping when this puncturing takes place.

Insufficient Pressure

In many cases the roof surface is not ruptured due to the fact that insufficient pressure exists. However, in such cases, the stress produced by the pressure may be sufficient to cause a permanent elongation or stretching of the roofing felts. Upon a decrease in temperature, and consequent reduction in pressure, the roofing will not completely return to its original position. Due to the permanent stretching of the felts, "alligator ridges" will be formed.

These ridges vary in size and length, depending upon the extent of pressure developed to cause stretching of the material, and do not necessarily indicate loss in water-tight integrity of the roof. However, the ridges make the roof far more vulnerable to puncture, and erosion of the surface mopping from the raised sections will eventually lead to roof failure.

(In future articles Prof. Lund will discuss other aspects of built-up roof failure as studied at the University of Minnesota's research laboratories.)

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Pre-call Planning

(Continued from Page 7)

one is enabled to make more calls efficiently and produce more sales.

For years, *Attention* has been taught as the first step in organized selling. Actually some salesmen get physical attention but never a real aural attention. I am always impressed by the fleeting impressions which one makes on the housewife even before a word has been uttered. The attitude of like or dislike toward a salesman starts at the curbstone—the appearance of the automobile and its parking and one's approach toward the door frequently are noted by the unseen eyes of prospect and neighbors. And even the pressure on the bell or knocker and one's position on the steps must be considered. Upon opening the door, a flood of impressions are created by our personal appearance. What affect do you have on others? A careful pre-approach study starts with oneself. Let us analyze a few obvious things that are frequently askew. The face, and specifically the eyes and their expression, should be watched. It is essential to develop a relaxed and kindly expression for tenseness of facial muscles and penetrating, anxious eyes don't promote initial confidence nor do smirking grins of artificiality, either.

Neatness Counts

A neat hat, a good haircut, a clean shave, clean teeth, sweet breath and a clean face are points of favorable, immediate notice. Likewise the average housewife notices clean fingernails, non-yellow stained fingers, a neat, conservative, well-pressed suit and shined shoes. In particular, the tie should be conservative but not funereal. One should give the impression of being properly groomed; no more, for selling should be done at the level of the face without distracting elements. And then one commences to speak! A new set of psychological impressions are started. A quiet, low, well-modulated voice should be cultivated for strident tones of anxiety betray an undue haste to pass the door and enter the home for the next steps in selling. There are many ways to introduce oneself. I prefer not to tell a salesman there is one correct way. It is better to drill him on several proper, friendly and sincere approaches

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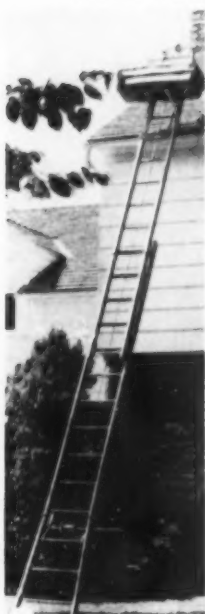
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Manufacturers of Nationally
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and if he has analyzed the customer, as she has analyzed him, an instinctive one will come forth.

The Sales Message

The argument as to whether a sales talk should be memorized or not, is an endless one. Each method has its advantages and disadvantages. It may be well for a young and inexperienced salesman to learn a rote speech but with increased knowledge, he should develop a presentation which is characteristic of him in thought and spoken in an English which is a part of his personality. A salesman should know everything possible about—(1) the industry—(2) his company—(3) his products—(4) methods of selling—(5) basic appeals and (6) his customer.

In short, the salesman should be equipped to meet situations, make explanations and demonstrations and turn objections into sound reasons for buying. This fund of knowledge is a reservoir or better yet, a carpenter's tool box. He does not bore the prospect with the complete story; rather he selects from his tool box those facts which are pertinent only to the particular sales presentation in which he is engaged. A carpenter doesn't use a hammer or a saw alone to assist him in his manual efforts. In his tool kit are many tools for specific uses. A salesman can't know too much about his product but he should cultivate the rare quality of knowing when to use and to omit the facts he has accumulated. By and large, salesmen talk too much! And too long!

If they present their products and services sincerely and well, they are not afraid to let a prospect express her views and still control the interview. It should be well remembered that top salesmen sell ideas to the wife and later the husband and they, in turn, sell themselves. He assists them in their planning; answers their doubts and not necessarily the excuses and objections of a formularized sales talk.

Selling is a reciprocal process—let them talk—let them plan—think of their needs—and your commission will care for itself.

Sell The Idea

The salesman should always bear in mind that whether he sells a Product or a Service—or both—he must *Sell First* the *Ideas* that create the desire. In this he should be resourceful. An unimaginative salesman doesn't close sales. He

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should be possessed of ideas, think ahead of his prospects in arriving at solutions, costs and decisions. Above all, he should try to think as they think and work from facts which they know and then lead them to his proposition. His language should be simple and understandable. In selling his products, he has both emotional and rational appeals to emphasize. If one is about to modernize a home, there are appeals of beauty, of order and neatness, of stopping the criticism of the neighborhood and of maintaining one's self-respect. But rational motives also must be presented, such as enhancing the ultimate value of the property or effecting for them a faster sale of the real estate. One stresses money gained, money saved, as well as the elements of beauty and safety.

In presenting his ideas, he should try to make them the eventual ideas of the husband and wife. They carry forth from that point. He is then the advisor and the authority who assists in their selection of materials, methods of application of material, terms of credit. At the same time, he should sell the local prestige of his firm and the respect which it bears in the community. If another firm is to do the installation, he bears the same obligation to present their reputation for accurate workmanship and honesty. Lastly, he should sell the idea that he is not a fly-by-night commission salesman. He must convince them that he will be interested—not just at the signing of the contract but while the work is in progress, when it is finished and months later, to see if it is still satisfactory. Satisfied customers, as testimonials and the leads to their friends, are selfishly valuable but even more so is the inner satisfaction that you have served them well and honestly.

What's New

(Continued from Page 19)

Installation may be made in a few hours in the truck-owners own garage. No special mounting equipment is required.

Overhead center ladder racks, or overhead side angle ladder racks, can be mounted on any truck body with these utility compartments.

IN NEXT MONTH'S ISSUE:

Look for the annual Index of feature articles during 1953.

spotlighting the **CRIPPLER**

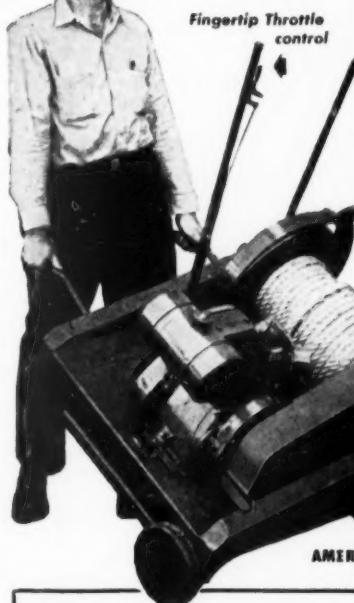
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double course construction.



Write For Descriptive Literature

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Green River Laws

(Continued from Page 11)

Chairman of the Board for General
Mills said:

"The modern complex business structure, even of a comparatively small organization, can be compared to an iceberg— $\frac{1}{8}$ visible and $\frac{7}{8}$ unseen. It is human nature to fear and misinterpret what we cannot see nor understand. This makes doubly important your responsibility to enlighten the Supreme Court of Public Opinion on that part of your activities out of general view."

The goal of your public relations program should be to have all the "publics" with which you come in contact, know you and think well of you. The emphasis should be on the services you render to the public. This story should be told simply and truthfully through all available channels—publicity, pamphlets, lectures, forums, personal contacts, key members joining civic organizations, letters to the editors, etc., etc., etc.

And once again a practical suggestion. To nip Green River laws in the bud, you should get to the main source of such legislation—the retail businessman. Mostly through fear, stemming from ignorance, many retail businessmen champion restrictive legislation to "protect" their own selfish interests. The plain fact is that these businessmen do not know the score. For it has been proven time and time again that once all the facts have been presented, even the most outspoken critics of direct selling are admittedly robbed of all ammunition.

The time to get these facts to the proper parties—vital segments of your "publics"—is *before* legislation is even thought of, not *after*. Most of the good work done to date by the Trade Association Conference, including NERSICA and the National Mineral Wool Manufacturer's Association from the Home Improvement Industry, has been in combatting Green River legislation after it has been proposed for adoption, or actually adopted. Wouldn't it be better and safer to create an atmosphere where Green River laws couldn't even get started? This can only be done by organizing and carrying-out a well conceived public relations program.

To illustrate this point, here is a

quotation from a February 3, 1953 speech made by Mr. N. J. Ziener of the Illinois State Chamber of Commerce, titled: "Let's Open The Door To All Communities For All Responsible Direct Selling Companies"—

"... if a list of all firms in the business of selling from door to door would be compiled, including the names of factories and wholesalers and other businesses which are their suppliers—I'm sure that no such list has ever yet been compiled—and I mean *all* branches of all types of companies in the door-to-door selling business—and then put on the desk of every Chamber of Commerce manager-secretary and president in the United States, such a list would be the beginning of a new era for your industry... If such a list were given to Chamber executives in the way I'm going to suggest, I predict that your industry would see most of the 'trouble bubbles' bursting in a short period..."

Codes of Ethics

Mr. Ziener then suggested that codes of ethics be submitted along with the above mentioned list—that this dissemination should be at the "grass roots" level—that direct selling people should join local Chambers of Commerce—that members of direct selling companies appear on Chamber of Commerce programs to give a better understanding of the field. In other words, Mr. Ziener was suggesting a thorough, sound public relations program.

(3) *Select competent Public Relations personnel.* It is not only desirable, it is almost necessary to have professional advice in the creation of an overall public relations program. Basically the selection of this professional advice is as follows:

1. Retain a qualified public relations consulting firm.
2. Develop a public relations staff within your organization.
3. Combination of #1 and #2.
4. Retain the public relations services of a good advertising agency.
5. Combination of #2 and #4.

These are well established criteria for selecting the proper kind of public relations representation. But the generally useful rule of thumb is to seek out that person, or persons, who knows

a great deal about your particular problems.

In Conclusion:

It is important to keep in mind that public relations is not something to be treated as a "here today gone tomorrow" thing. Successful public relations is an ever-continuing process. Green River laws are a big problem—but you undoubtedly have many, many others, all calling for sound public relations treatment. For example, the post war world is just not producing enough good salesmen. Why? Is it because this time honored profession has slipped in public esteem? If so—shouldn't something be done about it?

Public relations is not a panacea for all business ills and problems. It won't and can't clear up everything over night. But it is significant to realize that every day finds public relations directors and consultants being added to boards of directors and trustees elected to presidencies and chairmanships and given authority to decide basic policy decisions. This is happening in big and small companies and in large and small trade associations.

If salesmanship is the gentle art of letting the other fellow have your way—then public relations is the subtle art of engineering social consent.

How are your public relations?

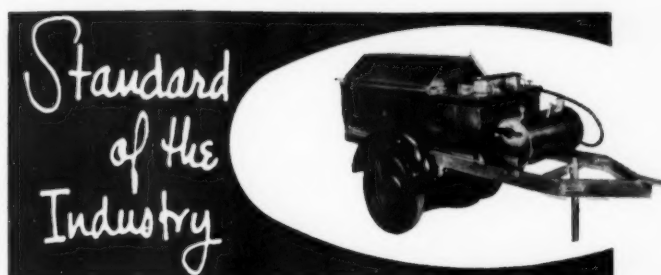
Photo Of The Month

(Continued from Page 12)

October 10th issue of the Post. Barrett was the first roofing manufacturer to be represented . . . a tribute to the quality and appeal of Barrett's Dublecote Multi-Shingles in Pastel Shades.

Says Jule R. von Sternberg, A.I.A., executive editor of SHOW-HOUSE, "Each month, we introduce a freshly-designed model home to the vast Post audience. We hand-pick the products that make our model homes outstanding examples of residential architecture and prime specimens of modern home living. Interior and exterior views "show-off" these products in all their glory.

"Our October SHOW-HOUSE, designed by Rudolph A. Matern, A.I.A., features Barrett's Pastel Blue Multi-Shingles. It's easy to see that this quality roof sets the color keynote in a beautiful, just-perfect fashion. Our color stylists are enthusiastic over this striking roof that helps make this SHOW-HOUSE one of our most-talked-about, most-desired model homes."



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News

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home improvement industry for over 40 years and was president of the Mass. Eastern Council of NERSICA, as well as National President for the 1950-1951 term. He is serving in the capacities of president and treasurer for both corporations.

D. Honoroff Forms Rubertite Roofing Products Company

David Honoroff, former owner of Cold Process Roofing, Inc., has recently announced that he will devote his full services to the Rubertite Roofing Products Co., Miami, Florida. Rubertite manufactures Rubertite Concentrate, a cold process roofing.

Mr. Honoroff sold his former company, a retail roofing firm located in Miami, to W. F. Arnold. Mr. Arnold, formerly manager under Mr. Honoroff, will retain the firm's name.

Mineral Wool Association Selects National Officers

Officers of the National Mineral Wool Association were elected recently at that group's annual meeting, held this year at Hot Springs, Va. John W. Brown, vice president in charge of dealer sales of the National Gypsum Co., Buffalo, N. Y., was elected president; E. K. Clark, vice president of Johns-Manville Sales Corporation, New York, was elected vice president.

Nailing It Down

(Continued from Page 5)
get all the aluminum you can sell, due primarily to the fact that there has been a big increase in the production of the metal. The expanded facilities, the new reduction plants built by primary producers are getting into production. The day when you can be sure of getting aluminum in the quantities you want is not far distant."

Mr. Johnson said that production of primary aluminum in the United States increased 475 percent between 1939 and 1952, and that more than 4,000 new peacetime uses for aluminum have been developed. Aluminum production in 1952, on a volume basis, was greater than the combined production of copper, zinc and lead, Mr. Johnson pointed out.

Referring to findings of the President's Materials Policy Commission, Mr. Johnson said: "Of all the metals reviewed it was predicted that aluminum has the greatest growth potential within the next quarter-century, and that by 1975, demand for the metal may quite possibly quintuple. Accordingly, by 1975 the United States' consumption of primary aluminum might be in the neighborhood of 7,200,000,000 pounds."

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MAN WANTED, RETIRED or otherwise, familiar with operation of shingle cutter made by Roofing Machinery Mfg. Co. for 12 x 36 square tab shingles to come to plant for one or two months and advise re installation and operation and instruct employees. All correspondence strictly confidential. Box 373, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

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FOR SALE. A thriving and well established Roofing and Siding Business. Averaging \$60,000 a year gross. Price \$5,000 including trucks and equipment. Write for details to Metropolitan Roofing Co. 1535 Jerrold Ave., San Francisco, Calif. 12-53

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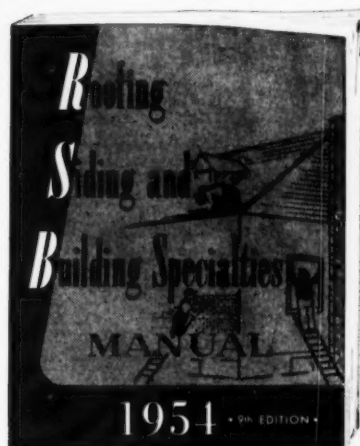
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ATTENTION MANUFACTURERS! Our Company has been organized recently to represent your products aggressively in the Alabama, Georgia and Florida area. We are interested in top lines in the following Applicator's Items: Roofing Edging—Caulking Compound—Aluminum Corners and Trim—Allied Items for Siding—Reroofing and Built-up Applicators. Reply to: Dealers Supply Company, "Manufacturers Representatives." Box 2002, Albany, Georgia.

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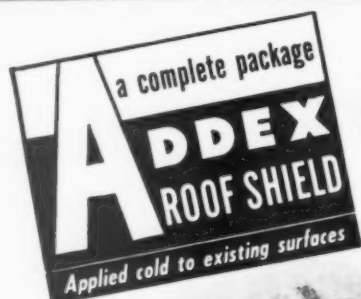
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